1XXXXX   Describe the response leader's role in strategic communication and public information management

Kaupae | Level	5
Whiwhinga | Credit	2
Whāinga | Purpose	This skill standard is for people actively involved in CDEM who have existing leadership experience and require preparation for response leadership.
	People credited with this skill standard are able to explain the communication requirements of response leaders including strategic communication at governance level and public information management (PIM).
Whakaakoranga me mātua oti | Pre-requisites	Level 5 leadership standards or equivalent leadership knowledge and skill.

Hua o te ako me Paearu aromatawai \| Learning outcomes and assessment criteria

Hua o te ako | Learning outcomes	**Paearu aromatawai |** Assessment criteria
1. Explain the communication requirements of response leadership.	a. Identify and explain the communication requirements of different stakeholders throughout response phases.
	b. Explain the difference between public information management and strategic communication.
2. Describe the development and implementation of strategic communications during a response.	a. Explain the purpose of strategic communications during a response.
	b. Identify strategic communications methodologies
	c. Identify the role of response leaders in the development and use of strategic communications initiatives
3. Describe the role of response leadership in public information.	a. Describe effective public communications during response.
	b. Describe the role of response leaders in public information during a response.

	c. Demonstrate ability to work with the media during a response.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

This standard may be assessed in simulated conditions.

Evidence collected for learning outcome 3 must include consideration of communication with iwi/Māori.

Ngā momo whiwhinga | *Grades available*

Achieved

Ihirangi waitohu | Indicative content

Communication requirements during the response phases.

- Stakeholders and their needs during the response phases.
- Lines of communication required for the response level.
- Response leader's role in all communications.

Response leader's role in strategic communications.

- Purpose of strategic communications.
- Strategic communication methodologies.
- Evaluation of case studies.

Response leader's role in Public Information Management (PIM).

- Role of the media.
- Emergency communication methods.
- Local iwi comms, iwi/Māori radio stations, Whakaataa Māori, Te Karere, social media platforms that exist within local iwi and Māori providers.
- Local iwi representatives to tailor messaging.
- Desired outcomes of PIM.
- Consequences of poor PIM.
- Analysis of scenarios.

Rauemi | Resources

Where the resources have been updated, please refer to the latest version.

- NEMA. (n.d.). Public information management. https://www.civildefence.govt.nz/cdem-sector/guidelines/public-information-management
- New Zealand Government. (2019). Coordinated Incident Management System (CIMS) (3rd ed.). https://www.civildefence.govt.nz/resources/coordinated-incident-management-system-cims-third-edition
- MCDEM. (2013). Public information management: Director's guidelines for Civil Defence and Emergency Management groups. https://www.civildefence.govt.nz/assets/Uploads/documents/publications/guidelines/directors-guidelines/14/13-pim/dgl-14-13-public-information-management-V2.pdf

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa | Standard Setting Body	Toitū te Waiora Community, Health, Education, and Social Services Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai | DASS classification	Community and Social Services > Civil Defence Emergency Management > Comprehensive Emergency Management
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga | CMR	0223

Hātepe | Process	Putanga | Version	Rā whakaputa | Review Date	Rā whakamutunga mō te aromatawai | Last date for assessment
Rēhitatanga | Registration	1	31 December 2029	N/A
Kōrero whakakapinga | Replacement information	N/A		
Rā arotake | Planned review date	31 December 2029		

Please contact Toitū te Waiora Community, Health, Education, and Social Services Workforce Development Council at qualifications@toitutewaiora.nz to suggest changes to the content of this skill standard.